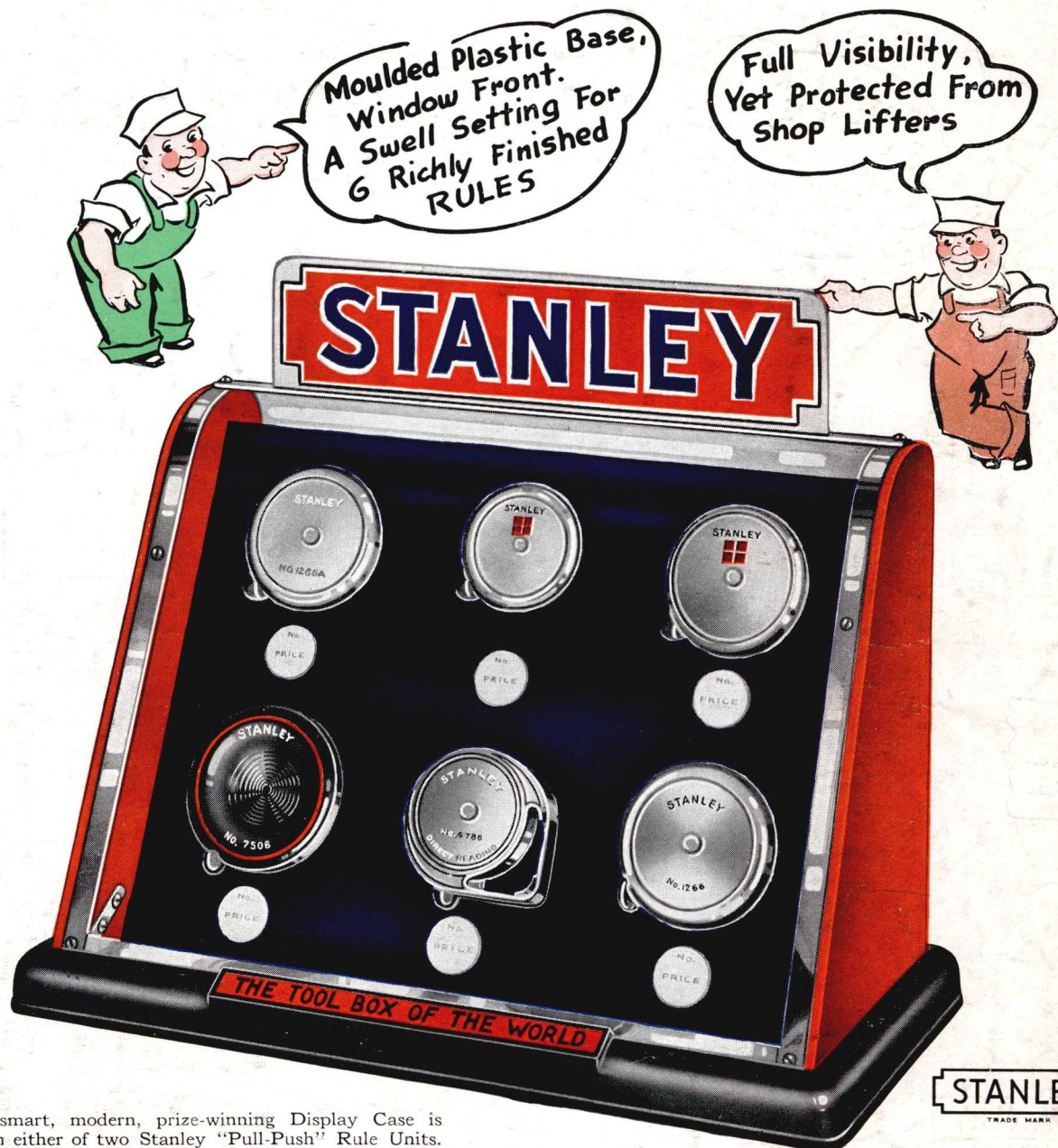


Free Display Case — Choice of Two Units



This smart, modern, prize-winning Display Case is free with either of two Stanley "Pull-Push" Rule Units.

With this modern Counter Display, customers can see at a glance the Rules and prices for each style. Salesmen can easily remove the visible cover and take out Rules for a demonstration. Yet the visible cover protects Rules from both dust and shoplifters. Rules fit nicely in the metal tray.

Display Unit No. 291 — 15 Rules — \$14.95

5 No. 7506	at	\$0.65	—	\$3.25
2 No. 1266A	at	.85	—	1.70
2 No. 1266	at	1.00	—	2.00
4 No. 6386	at	1.25	—	5.00
1 No. 7366	at	1.50	—	1.50
1 No. 1166	at	1.50	—	1.50

15 Rules with Display Case — \$14.95 Retail Value

Display Unit No. 291½ — 9 Rules — \$9.50

2 No. 7506	at	\$0.65	—	\$1.30
2 No. 1266A	at	.85	—	1.70
1 No. 1266	at	1.00	—	1.00
2 No. 6386	at	1.25	—	2.50
1 No. 7366	at	1.50	—	1.50
1 No. 1166	at	1.50	—	1.50

9 Rules with Display Case — \$9.50 Retail Value

STANLEY TOOLS—NEW BRITAIN, CONN.

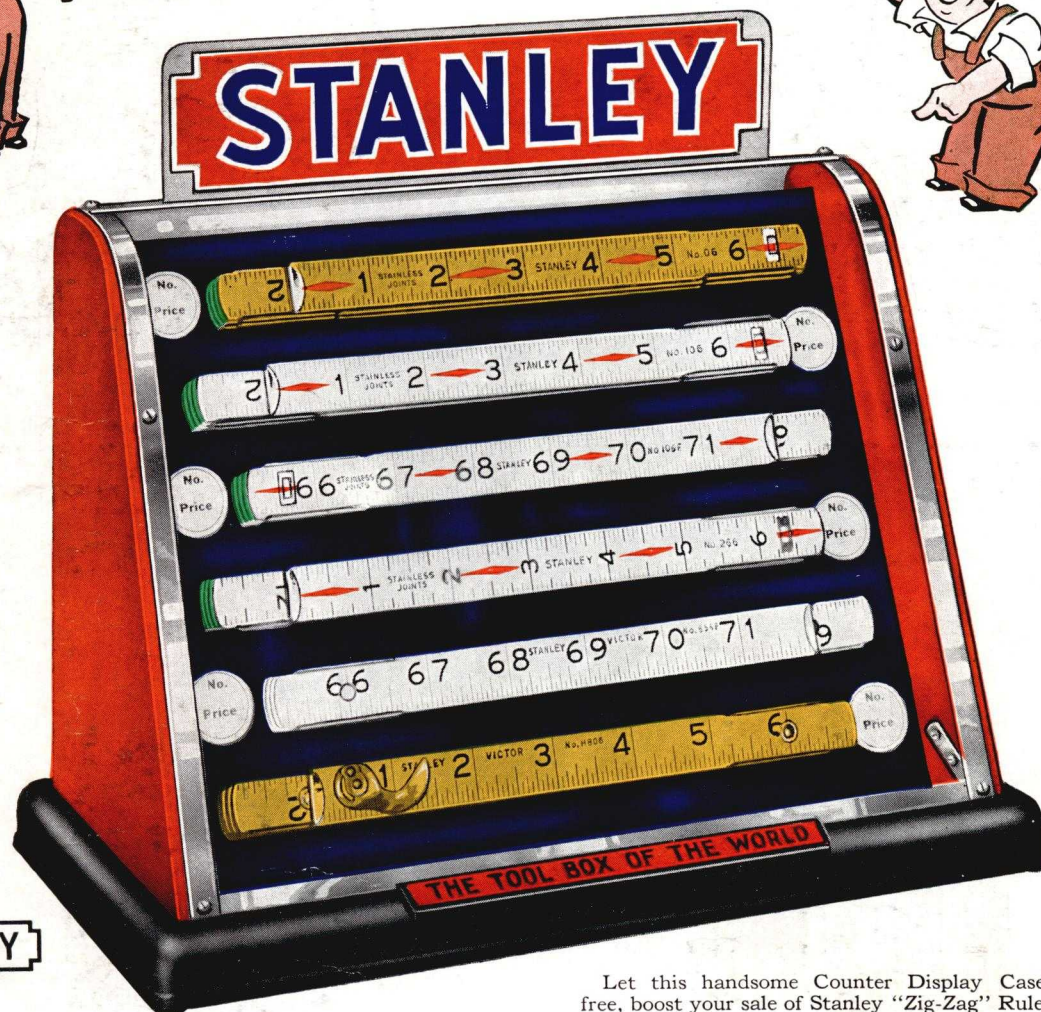
DIVISION OF THE STANLEY WORKS

Free Display Case — Choice of Two Units



That's What
I Call "EYE APPEAL"
Moulded Plastic Base
Window Front
Lots of COLOR!

Gets Rules Out
Where They Can Be
Seen. Takes Very Little
Room. A Real Merchandiser



NO. 290 1/2
TEMP. DISC.
10/6/42



Let this handsome Counter Display Case, furnished free, boost your sale of Stanley "Zig-Zag" Rules.

Counter Display has a moulded plastic base, celluloid window, chromium plated trim and etched chromium plated sign.

The Rules fit snugly in a metal tray and the visible cover protects them from shoplifters. Yet the cover can be removed and Rules taken out easily by salesmen at customers' request.

Display Unit No. 290 — 25 Rules — \$15.25

4 No. 856F	at	50c	—	\$2.00
2 No. H806	at	50c	—	1.00
2 No. 06	at	60c	—	1.20
9 No. 106	at	65c	—	5.85
4 No. 106F	at	65c	—	2.60
4 No. 266	at	65c	—	2.60

25 Rules with Display Case — \$15.25 Retail Value

Display Unit No. 290 1/2 — 16 Rules — \$9.70

3 No. 806	at	45c	—	\$1.35
2 No. 06	at	60c	—	1.20
6 No. 106	at	65c	—	3.90
2 No. 106F	at	65c	—	1.30
2 No. 266F	at	65c	—	1.30
1 No. 167	at	65c	—	.65

16 Rules with Display Case — \$9.70 Retail Value

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